

ONLINE YEMENI AGRICULTURE PRODUCT SHOPPING
SYSTEM (OYAPSS)

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I/We* hereby declare that I/We* have checked this thesis/project* and in my/our* opinion, this thesis/project* is adequate in terms of scope and quality for the award of the Bachelor degree of software engineering in computer science.

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I, Nabil Mohammed Alhaimi student of the Faculty of Computer Systems and Software Engineering of Universiti Malaysia Pahang, declare that the work in this thesis is based in my own work except for quotations and citation which have been duly acknowledged. I also declare that this project has not been previously or concurrently submitted for any other degree at Universiti Malaysia Pahang or any other institutions.

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ABSTRAK

Mengikut peredaan masa kini, Perniagaan Elektronik adalah merupakan ekonomi digital. Ekonomi digital ini adalah berdasarkan kepada dua faktor iaitu perdagangan elektronik dan teknologi informasi. Teknologi informasi ini adalah zaman perkomputeran dan komunikasi yang telah mencipta kewujudan maya perdagangan elektronik, dimana ia bergantung kepada perkomputeran dan perkara lain dalam teknologi untuk melaksanakan pengurusan bisnes. Laman sesawang Online Yemeni Agriculture Product Shopping System (OYAPSS) merupakan sistem atas talian dan sangat penting untuk melakukan aktiviti-aktiviti jual beli. Fungsi perniagaan yang memudahkan pertukaran dan pergerakan produk-produk daripada pengeluar dan pengguna melalui kaedah-kaedah tertentu dan metod untuk mencapai kelebihan yang diperlukan oleh masyarakat dalam melakukan proses perniagaan. Proses ini dilakukan melalui Pemasaran Berasaskan Internet dalam mempraktikkan semua aktiviti seperti pengiklanan, pengjualan, pengedaran, promosi, harga dan penggunaan kaedah elektronik dan digital. Laman ini akan membenarkan masyarakat yang ingin membeli tanpa perlu bergerak tetapi dengan hanya melayari laman sesawang dan melihat gambar-gambar produk serta melakukan pembelian. Ini akan memudahkan pengguna untuk memilih produk yang mereka inginkan dengan lebih tepat.

ABSTRACT

In today trends, Electronic Marketing is one of the so called digital economies. The digital economies are based on two facts which are the Electronic-commerce and Information Technology. Information technology in the era of computing and communication is what has created the virtual presence of Electronic-commerce, which relies mainly on computing and various means of technology for implementation and business management. The Online Yemeni Agriculture Product Shopping System (OYAPSS) website is an online system and the most important activities of OYAPSS. It is the marketing function that seeks to facilitate the exchange and flow of products from the product to the consumer through the use of specific tools and methods to achieve the benefits required by the parties to the marketing process. This process is done mainly through the Internet Based Marketing in the practice of all activities such as advertising, selling, distribution, promotion, pricing and the use of electronic methods in the process of meeting the price online. The site will serve people who do not want to shop through their travels Makes and prefer to get their products through the live images displayed on the sites dedicated to companies on the Internet. The factors of discrimination and choice will be clearer to the customers.

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LIST OF SYMBOLS

OYAPSS	Online Yemeni Agricultural Product Shopping System
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CHAPTER 1

INTRODUCTION

1.1 Background

Recently, and more than ever, the market environment is increasingly become more competitive due to the new product development which raises the necessity of marketing strategies in the organizations. Today, all the organizations including distance learning education programs - want to be on the consumer mindset within better perception than their competitors. In addition taking advantage of the technological development and the prosperity of the Internet and attract a large number of people to surf the Internet almost daily. Plus, to find a good way to display marketing and products of various sizes and colors, as well to facilitate the presentation of products to customers from the trouble to go to shops.

However, this project is a dynamic project that interacts with most of products in terms of modification, addition and deletion. In this project, create an "e-commerce" website to facilitate the purchase and selection of the product that we want without effort. Website has been chosen because in 2018 an experiment made by Wagner, Schramm-Klein, & Steinmann can conclude that PC, laptops and netbooks are the most popular devices used to perform online shopping through the web browser. It will be a site for the sale of most of Yemeni products, the products of Yemen are presented in particular of all kinds and the selection is easy and it is through Email confirmation and delivery through agents to the provinces.

As mentioned above, that the technology is an important factor that make our life easier. Developed countries are the most benefited of such technologies since they have all the IT infrastructures. In addition, developing countries are trying to use the new technologies to the maximum advantages based on their available infrastructures. Yemen is one of those developing countries that has the basic and essential IT infrastructure which enable it to take an advantages of the new technologies usage. Many government and private sectors are highly demanding to use the new technologies to make the organization more effective and

perform well. One of those private companies that willing to change its manual system to an automatic and online system is Sky Yemen Company (SYC) of Yemeni products sales.

1.2 Problem Statement

The Online Yemeni Agricultural Product Shopping System for Sky Yemen Company (SYC) is considered a new industry in Yemen which import and export many kind of Yemeni products such as honey, raisin, Tea and coffee. Based on this basis, the company decided to develop a website that provide many accessible information to the customers such as products details, new products, offers, prices and many more. The intended online Yemeni Agricultural products shopping system will help customers to get their products online without any effort. However, this system will address the following issues:

- There is no online system that includes most Yemeni products.
- The need to deal with Yemeni sites in the field of electronic commerce.
- Providing the needed products for Yemeni people.
- The difficulties in the current traditional / manual system

1.3 Goal and Objectives of the study

The overall goal of the intended project is to develop an online shopping system to sale the Yemeni Agricultural products that achieved through the following objectives:

1. To analyze requirements of the Online Yemeni Agricultural Product Shopping System for Sky Yemen Company SYC.
2. To implement an online system to meet the company specification.
3. To validate the functionality and the performance of the proposed system by user acceptance testing.

1.4 Scope

This project is to deal with Yemeni products as well as to an initiative with the aim of promoting e-commerce in Yemen and boosting the confidence of the Yemeni community in the internet as a means of purchasing and selling. To achieve this, this system will be developed under several stages such as creating website to disseminate the information, features and services within the company. The following functions that the system is required to handle are based on the requirements by the Chief Executive Officer Mr Hani Naji Alasalami, technician and other supporting staff.

- i. Display the information and company's news
- ii. View the latest products in the online webpage provided by the company
- iii. Afford details for each product.
- iv. View the cost for all the product items.
- v. Provide the latest offers along the pricing details.
- vi. Enable the customer to buy the available items exhibited in the website.
- vii. View all the contact details of the company that ease the communication process in the company.
- viii. Design a separate webpage or extended webpage for the staff to manage the online system functions such as add, update, delete and modify the records in database.
- ix. This system will be used by the admin which is system manger, deliver and the customer.
- x. Payment method will not be implemented in this system since the current situation in Yemen and most of Yemeni people does not used credit card and have online account. This function will be proposes for future work.
- xi. Instead of online payment method, notify is going to be the method for payment notification and the payment will be hand-to-hand once item is received.

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